

# Membership – The Never-Ending Campaign



**Whether you know it or not, as a membership chairman, you are in the business of marketing and selling memberships.** That means membership is a product, a product that has many features that offer a useful service and resources for your members. Be ready to articulate the benefits of PTA membership to members and nonmembers.

**Take a look at areas of your community that are not represented and create a plan to welcome them to PTA.** If dads are not represented, focus on getting more dads involved. Plan an evening or weekend father/child activity and don't forget to set up a membership enrollment table.

**Members want to belong – that's why they join – they want to feel welcome.** PTA is a place where people don't have to feel alone and where they can get support for the difficulties they have in dealing with issues their fellow members may have already faced.

**Getting members involved is the key to keeping them.** But it's not always easy. Many members don't understand the value of being involved or don't feel comfortable being involved. They remain on the sidelines. The most active members will always be the ones who get the most out of their membership. Involvement can be in forms other than attending meetings. Have a list of activities from which members can choose and modify the list as new opportunities arise. The key to successful parent involvement is to bridge a working relationship between parents, teachers, school administrators and communities. Once this accomplished, membership in PTA will grow by leaps and bounds.

Resource: National PTA State Membership Chair Resource Manual